

Message Text

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63

ACTION EB-11

INFO OCT-01 AF-10 ARA-16 ISO-00 COME-00 SPC-03 PER-05 SS-20

A-01 ABF-01 IO-14 DRC-01 RSC-01 /084 W

----- 079490

R 221205Z DEC 73

FM AMEMBASSY PORT OF SPAIN

TO SECSTATE WASHDC 5882

INFO AMEMBASSY NAIROBI

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E.O. 11652: N/A

TAGS: ETRD

SUBJECT: EFFECTIVENESS IN OVERSEAS COMMERCIAL FUNCTION:

A PROPOSAL

REF: STATE 239800

1. IN RESPONSE TO THE SECRETARY'S CALL FOR RECOMMENDATIONS FOR POSSIBLE IMPROVEMENTS IN STATE'S OVERSEAS COMMERCIAL ROLE, I WOULD LIKE TO PROPOSE THAT COMMERCE'S COMPUTERIZED TRADE OPPORTUNITY SYSTEM (TOPS) BE EXPANDED TO INCLUDE OR USED AS A MODEL FOR RAPID, PRIVATE DISSEMINATION OF CAREFULLY SELECTED INVESTMENT REPEAT INVESTMENT OPPORTUNITIES. US INVESTMENT ABROAD NEARLY ALWAYS MEANS INCREMENTAL SALES OF US MACHINERY AND EQUIPMENT, IN ADDITION TO PROVIDING A STEADY FLOW OF EARNINGS FROM PROFITS, LICENSE AGREEMENTS, ROYALTIES, ETC. TO THE UNITED STATES. I BELIEVE TOPS IS ALREADY PROVING ITSELF AS AN EXCEPTIONALLY EFFECTIVE MEANS OF MATCHING US EXPORTERS WITH NEW CUSTOMERS ABROAD. I PROPOSE THAT TOPS AS IT PRESENTLY EXISTS BE ADAPTED -- OR EXPANDED -- TO HANDLE HIGH-QUALITY INVESTMENT OPPORTUNITIES SUBMITTED AT THE INITIATIVE OF OVERSEAS POSTS, OR THAT A SIMILAR SEPARATE SYSTEM BE ESTABLISHED FOR INVESTMENT OPPORTUNITIES.

2. A COMPUTER-ASSISTED INVESTMENT OPPORTUNITY SYSTEM COULD ESPECIALLY BENEFIT US TRADE EXPANSION PROGRAMS IN DEVELOPING

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COUNTRIES, FOR IT IS HERE THAT ASSISTANCE IS OFTEN NEEDED TO

BRING TOGETHER PROMISING ENTREPRENEURS AND US PARTNERS. I
SUGGEST THAT A PILOT PROGRAM COULD BE INITIATED ON A SELECTED
COUNTRY BASIS. IF THE DEPARTMENT DECIDES IN FAVOR OF THIS
PROGRAM, I WOULD LIKE THE OPPORTUNITY TO CONSIDER (AFTER MY
ARRIVAL IN KENYA AND IN CONSULTATION WITH MY COUNTRY TEAM)
WHETHER TO RECOMMEND THAT KENYA BE ONE OF THE COUNTRIES
SELECTED.
MARSHALL

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE PROMOTION, SALES, INVESTMENT OPPORTUNITIES, ROYALTIES
Control Number: n/a
Copy: SINGLE
Draft Date: 22 DEC 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: martinjw
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973PORTO01667
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: PORT OF SPAIN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t1973128/aaaaafwl.tel
Line Count: 69
Locator: TEXT ON-LINE
Office: ACTION EB
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: STATE 239800
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 01 FEB 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01-Feb-2002 by martinjw>; APPROVED <20 FEB 2002 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: EFFECTIVENESS IN OVERSEAS COMMERCIAL FUNCTION: A PROPOSAL
TAGS: ETRD, US
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005